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PUBLIC SERVICE
COMMISSION

October 18, 2007

Ms. Elizabeth O'Donnell, Executive Director
Kentucky Public Service Commission
P.O. Box 615
Frankfort, KY 40602-0615

RE: PSC Administrative Case No. 2006-00357

Dear Ms. O'Donnell:

Please find enclosed the original and four (4) copies of our company's proposed consumer education plans on the new 364 area code region in western Kentucky, pursuant to Case Number 2006-00357.

If there are any questions concerning our education efforts, please feel free to contact me.

Sincerely,

A handwritten signature in cursive script, reading "Harlon E. Parker".

Harlon E. Parker
General Manager

HEP/jkc
Enclosures

BALLARD RURAL TELEPHONE COOPERATIVE CORPORATION, INC.

159 West Second Street • P.O. Box 209 • La Center, Kentucky 42056-0209
Phone/270.665.5186 • Fax/270.665.9186 • www.brctc.net

Harlon E. Parker
Manager

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

AREA CODE EXHAUSTION) PSC ADMINISTRATIVE
AND RELIEF) CASE NO. 2006-00357

BALLARD RURAL TELEPHONE COOPERATIVE CORPORATION, INC.
PROPOSED CONSUMER EDUCATION OF THE NEW 364 AREA CODE
REGION IN THE COMMISSION'S ORDER DATED MAY 31, 2007

Consumer Education:

Ballard Rural Telephone Coop. Corp., Inc. customers should get significant exposure to the larger LECs' regional and statewide advertisements on the new 364 area code region. To supplement these statewide consumer education programs, Ballard Telephone Cooperative's proposed education plan consists of two informational campaigns involving bill message inserts, press releases using local media, posting information on our web site and business office posters.

The initial campaign will begin simultaneously with the implementation of the six-month permissive dialing of the new 364 area code and the final campaign will begin one month prior to the implementation of mandatory dialing of the 364 area code.



Respectively submitted,

Harlon E. Parker
General Manager
Ballard Rural Telephone Cooperative
P O Box 209
La Center KY 42056

Important Information About Your Service

NEW AREA CODE IN WESTERN KENTUCKY

Effective April 1, 2008, western Kentucky will begin using a new area code. The new area code is "364" and will be used in the far western part of Kentucky. Some of the cities to utilize the new area code are Paducah, Henderson, Hopkinsville, Madisonville, and Murray. The area known as the "Land Between the Lakes" will also utilize the new area code.

The need for the new area code is due to the rising demand for new telephone numbers. A 6-month transition period where both the current area code of 270 and the new area code of **364** can be used will begin on April 1, 2008. However, beginning on October 1, 2008, the new area code of **364** must be dialed.

For more detailed information on the new area code in western Kentucky, visit our website at www.brtc.net and click on "Area Code Changes for western Kentucky."

SAMPLE